



**Los Angeles County Municipal Storm Water Permit (Order 01-182)
2011-2012 Individual Annual Report Form – City of Palos Verdes Estates
Attachment U-4**

Public Information and Participation

The City implemented, and continues to implement an aggressive educational and outreach program. Below is a summary of the City of Palos Verdes Estates' ongoing educational/outreach efforts in FY 2011-2012:

- The City participated in a joint effort with other Palos Verdes Peninsula cities to run a colored advertisement in the local newspaper. The ads featured a Fertilizing - Pollution Prevention message.
- The City maintains an Environmental Web-page within the City's Website, featuring storm water and pollution prevention information.
- The City contributed funding to the County-wide storm water pollution prevention campaign ad.
- The City regularly distributes flyers for Household Hazardous Waste, E-waste, and for all nearby roundup events via public counter, hardware store, and used oil recycling center.
- The City participated in all of the County's sponsored quarterly LA County Public Outreach Strategy meetings. The meetings provide cities information on the County's outreach efforts.
- The City assisted the local high school in its recycling program. The City will provide assistance, as appropriate.